



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 09/516,252
Applicant(s): Sobalvarro et al.
Filed: March 1, 2000
Art Unit: 3625
Examiner: Garg, Yogesh C.
Title: SYSTEM AND METHOD FOR GROUPING
AND SELLING PRODUCTS OR SERVICES

Confirmation No.: 3759

Docket No.: 043474/259279
Customer No.: 00826

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

DECLARATION UNDER 37 C.F.R. § 1.131

Sir:

I, Tracey D. Weber, hereby declare and state that:

1. I, along with Patrick G. Sobalvarro and Alexander R. Krymm, are the inventors of the claimed invention of the above-identified U.S. Patent Application Serial No. 09/516,252, which was filed March 1, 2000. This Declaration is filed to establish conception prior to January 27, 2000, and due diligence until constructive reduction to practice with the filing of the present application on March 1, 2000.

2. Prior to January 27, 2000, we conceived our invention as described and claimed in the subject application, generally directed to a system and method for grouping and selling products or services. In support of this statement, attached hereto, as Exhibits A and B, are portions of presentations describing our invention. Although the actual dates of the presentations are not shown, as permitted in accordance with MPEP § 715.07, I declare that the dates are prior to January 27, 2000. It should also be noted that personal information and other information not

relevant to the substantiation of invention have been redacted from the presentations included in Exhibits A and B.

3. As evidenced by Exhibits A and B, the system and method that we conceived includes a package authoring system that includes a raw data database including a number of items for sale, and a variable inventory database for maintaining current inventory of packages offered for sale based upon availability of the components of the respective packages. Exhibit A, pages 4 and 5. In this regard, the components in the raw data database each have a number of fields, one of which is a package segment (affinity-space coordinate) that classifies the component by type mood/package. *Id.* at pages 20, 23. For example, the package segment may classify a component as romantic, adventure, wacky, etc. *Id.* at page 20; see also page 25; and Exhibit B, page 17. Similarly, packages (templates) created by the system include, along with a package description, a number of components included within the package, and a classification. *Id.* at page 31; and Exhibit B, page 18. In operation, then, a package can be dynamically generated by comparing the classifications for the items for sale and the classification associated with the created packages.

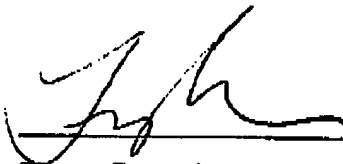
4. From on or before January 27, 2000 to filing of the patent application on March 1, 2000, we exercised diligence in reducing our invention to practice. In support of this statement, attached hereto, as Exhibit C, is a portion of a business plan describing prior and future development of our invention. Although the actual date of the business plan is not shown, again as permitted in accordance with MPEP § 715.07, I declare that the date is prior to January 27, 2000. It should also again be noted that personal information and other information not relevant to the substantiation of invention have been redacted from the business plan included in Exhibit C.

5. As evidenced by Exhibit C, the Web site embodying portions of our invention was designed prior to January 27, 2000, and the database and technology system were in the process of being planned and implemented. Exhibit C, page 63. In addition, the content of the

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Filed March 1, 2000

various pages of the Web site were in the process of being created and updated. *See also* Exhibit A, page 21 (raw database cities/activities completed). On or about February 19, 2000, during development of the database and technology system, and creating and updating the Web site pages, Mr. Rob Faris, attorney representing Site59.com, forwarded my co-inventors, Patrick G. Sobalvarro and Alexander R. Krymm, a first draft patent application directed to our invention. I, along with Mr. Sobalvarro and Mr. Krymm, reviewed the draft patent application. Mr. Krymm then conferred with Mr. Faris regarding a number of changes to be made to the application. Mr. Faris revised the application in accordance with our suggestions, and filed the present application on March 1, 2000.

6. I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application of any patent issued thereon.



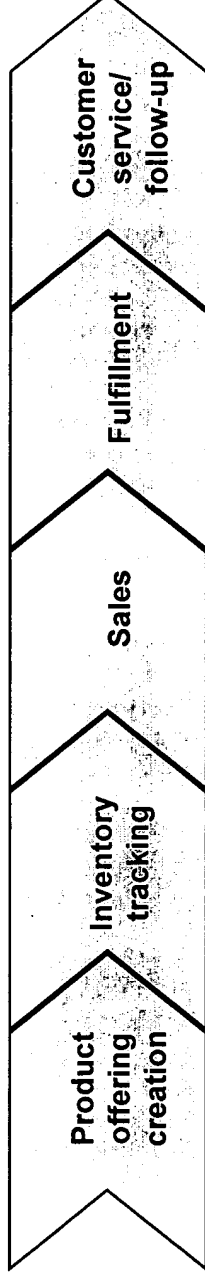
Tracey D. Weber

EXHIBIT A

SITE59.COM OPERATIONS MANUAL

Work in Progress

KEY OPERATIONS PROCESSES



By product type

- Getaways/about town packages
- Just show me
- Red carpet
- Quick fix
- White glove

By launch phase

- Sneakernet
- Full scale

CONTENTS

Getaways/About Town: full-scale launch operations (package creation to fulfillment)

- Package process
- Package authoring system: functional specs
- Just-show me process
- Fulfillment process

Getaways/About Town: sneakernet operations (package creation to fulfillment)

- Package process
- Just show me
- Fulfillment

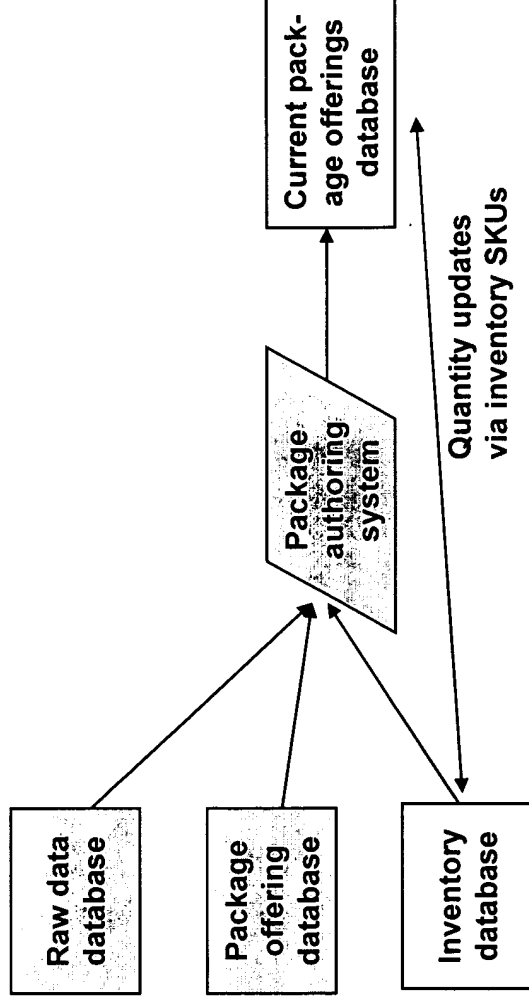
Auctions

Quick Fix

Services

Customer service

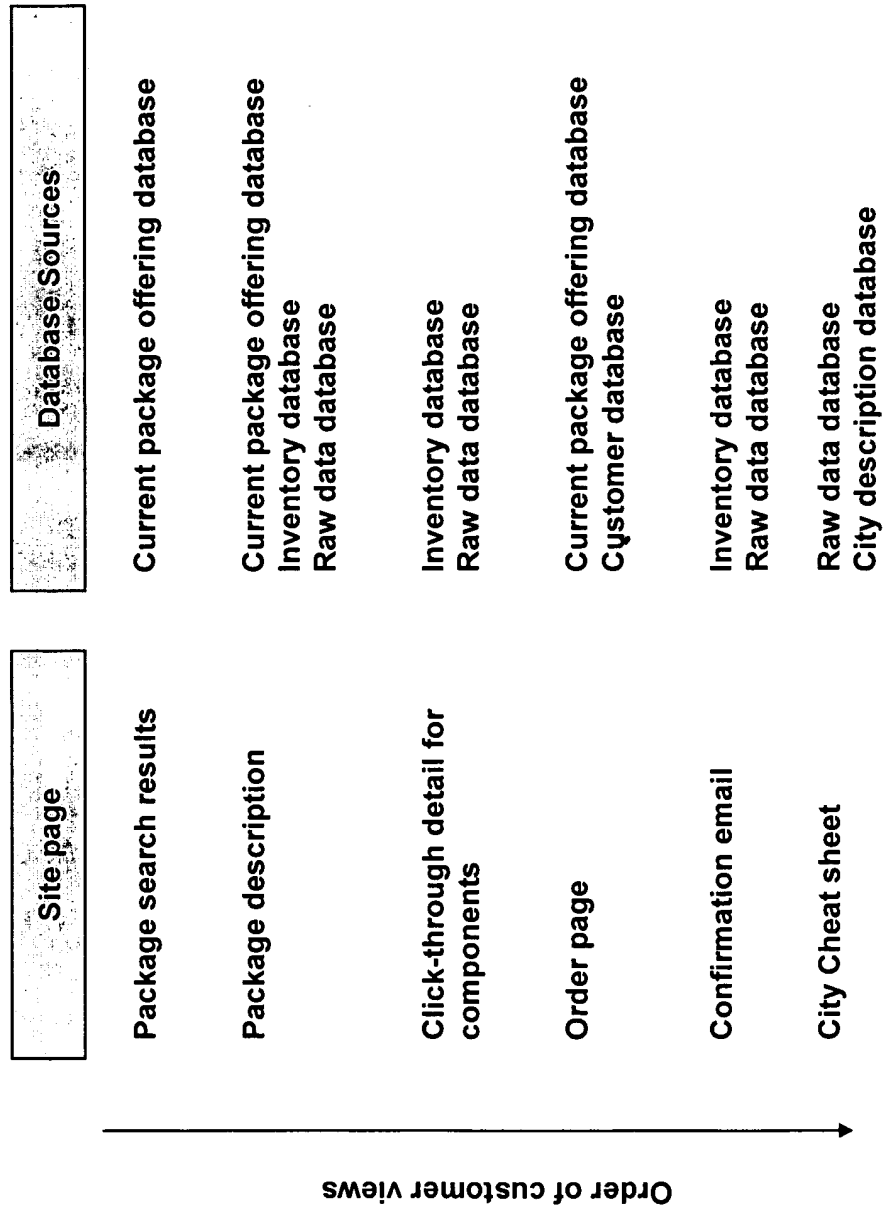
GETAWAYS/ABOUT TOWN PACKAGE OPERATIONS DRIVEN BY KEY DATABASES AND THE PACKAGE AUTHORIZING SYSTEM



These drive package creation, inventory tracking and sales

- ☐ Variable (week by week)
- ☐ Fixed (other than enhancements/modifications)

SUMMARY OF KEY SITE PAGES AND INFORMATION SOURCES



SAMPLE SITE59.COM PACKAGE DESCRIPTION SCREEN

Art & relaxation in Boston

Take in all the wonderful art that Boston has to offer!

Boston, New England's largest city, offers wonderful art museums. Boston's Museum of Fine Arts is among the country's best art museums with an especially strong American painting and decorative arts collections. Boston is also home to the beautiful Isabella Stewart Museum. Located in a Venetian palazzo, it has spectacular paintings and tapestries. Stay at the beautiful Ritz Carlton hotel, located along Boston's Public Garden. For dinner, try Les Zygomates, Boston's hottest new restaurant, offering a wine bar and live jazz on weekends.

PRICE: \$299 per person

DATE: 8/16/99 - 8/18/99

This package includes:

- Roundtrip flight leaving New York (JFK) 8/16 at 8pm, returning from Boston 8/18 at 6pm
- [Click here for detail](#)
- Reservations at The Ritz Carlton for 2 nights
- [Click here for detail](#)

View
Your Hotel
[Click Here](#)

Thumbnail
photo

HOW A PACKAGE IS GENERATED (I)

Example: A Simple Package

Component		Source
Art & relaxation in Boston	Package title	Package offering database; city display is optional and chosen by CM in the package authoring system
Take in all the wonderful art that Boston has to offer!	Package subtitle	Package offering database
Boston, New England's largest city, offers wonderful art museums. Boston's Museum of Fine Arts is among the country's best art museums with an especially strong American painting and decorative arts collections. Boston is also home to the beautiful Isabella Stewart Museum. Located in a Venetian palazzo, it has spectacular paintings and tapestries. Stay at the beautiful Ritz Carlton hotel, located along Boston's Public Garden. For dinner, try Les Zygomates, Boston's hottest new restaurant, offering a wine bar and live jazz on weekends.	Package description	Package offering database
	Hotel one-line description	Inventory database (via raw data database)
	Restaurant one-line description	Raw data database
Price: \$299 per person	Price	Cost plus 20% or % specified by CM via the package authoring system
Date: 8/16/99 - 8/18/99	Date	Inventory database
This package includes:	N/A	N/A
• Roundtrip flight leaving New York (JFK) 8/16 at 8:00 pm, returning from Boston 8/18 at 6:00 pm	Flight component	Inventory database
• Reservations at The Ritz Carlton for 2 nights	Hotel component	Inventory database

HOW A PACKAGE IS GENERATED (II)

Example: A Complicated Package

		Component	Source
Remember the King: Memphis, TN		Package title	Package offering database; city display is optional and chosen by CM in the package authoring system
You must experience Elvis!		Package subtitle	Package offering database
There is nothing quite like the Saturday-night candlelit vigil at Graceland during Elvis Tribute Week. Graceland, Elvis' home for 20 years, is a must-see part of Americana. To fully understand the Elvis experience, attend the Elvis impersonator show. Also included in this package are impossible to get dinner reservations at Memphis's finest restaurant, Chez Phillippe. Stay at the hip Adams Mark Hotel, where Bruce Willis is often an attendee. For brunch, try southern fried lobster at Betsy's.		Package description	Package offering database
		Hotel one-line description	Inventory database (via raw data database)
		Restaurant one-line description	Raw data database
Price: \$399 per person		Price	Cost plus 20% or% specified by CM via the package authoring system
Date: 8/16/99 - 8/18/99		Date	Inventory database
This package includes:		N/A	N/A
<ul style="list-style-type: none"> Roundtrip flight leaving New York (JFK) 8/16 at 8:00 pm, returning from Memphis 8/18 at 6:00 pm Reservations at The Adams Mark Hotel for 2 nights Car rental for 2 days Dinner reservations for 8/17 at 9:00 pm at Chez Phillippe Tickets to the Elvis Impersonator Show, 8/17 at 6:00 pm 		Flight component	Inventory database
		Hotel component	Inventory database
		Car rental component	Inventory database
		Dinner reservation component	Inventory database
		Event ticket component	Inventory database

Underlined items are standard for all packages

TYPES OF PACKAGE COMPONENTS (FOR SALE) AND LANGUAGE FOR PRESENTATION WITH PACKAGE DESCRIPTION

Package component (for sale)	Language for presentation with package description
Air flight	<u>Roundtrip flight leaving New York (JFK) 8/16 at 8:00 pm, returning from Memphis 8/18 at 6:00 pm</u>
Hotel/other overnight accommodations	<u>Reservations at The Adams Mark Hotel for 2 nights</u>
Car rental	<u>Car rental for 2 days</u>
Dinner reservations	<u>Dinner reservations for 8/17 at 9:00 pm at Chez Phillippe</u>
Prix-fixe dinner	<u>Prix-fixe dinner on 8/17 at 9:00 pm at Chez Phillippe</u>
“Show” or event tickets	<u>Tickets to the Elvis Impersonator Show_ 8/17 at 6:00 pm</u>
House rental	<u>House rental in Nantucket for 3 days</u>
Cruise	<u>Norwegian Cruise in the Caribbean for 8 days</u>
Car service	<u>Transportation from New York (JFK) to hotel</u>

Underlined items are standard for all packages

CLICK-THROUGH DETAIL FOR AIR FLIGHT

Please note: All of this detail will be in your confirmation after purchase

Outbound flight information

Delta Airline Flight 573 (Boeing 767)			
From: Laguardia-New York	11/15/99	7:00am	
To: Atlanta, GA		9:38am	
Class: Coach	Meal: Breakfast		
Delta Airline Flight 585 (Boeing 727-200)			
From: Atlanta, GA	11/15/99	10:40am	
To: Memphis, TN		10:59am	
Class: Coach	Meal: None		

Not all flights will have two legs

Source: inventory database

Inbound flight information

Delta Airline Flight 868 (Boeing 767)			
From: Memphis, TN	11/17/99	6:30am	
To: Atlanta, GA		8:47am	
Class: Coach	Meal: Breakfast		
Delta Airline Flight 508 (Boeing 727-200)			
From: Atlanta, GA	11/17/99	9:30am	
To: Laguardia-New York		11:42am	
Class: Coach	Meal: None		

Not all flights will have two legs

Raw data database; not all items will have

Special note: xxxxxxxxxxxxxxxxx

Would you like to see other flight options?

GO

CLICK-THROUGH DETAIL FOR HOTEL/OTHER OVERNIGHT ACCOMMODATIONS

Please note: All of this detail will be in your confirmation after purchase

Adams Mark Hotel
939 Ridge Lake Blvd
Memphis
901-684-6664

Gleaming, rounded skyscraper with views of the metropolis and the outskirts. Has a beautiful lounge with music, fountains and landscaped ponds. Hotel's restaurants include singing waiters

Arrival Date: 11/15/99

Number of nights: 2

Room type: Standard 2 double beds

See photo of hotel

Special note: xxxxxxxxxxxxxxxxxxxx

Raw data
database or
inventory
database

Raw data database
-- "hotel paragraph
description

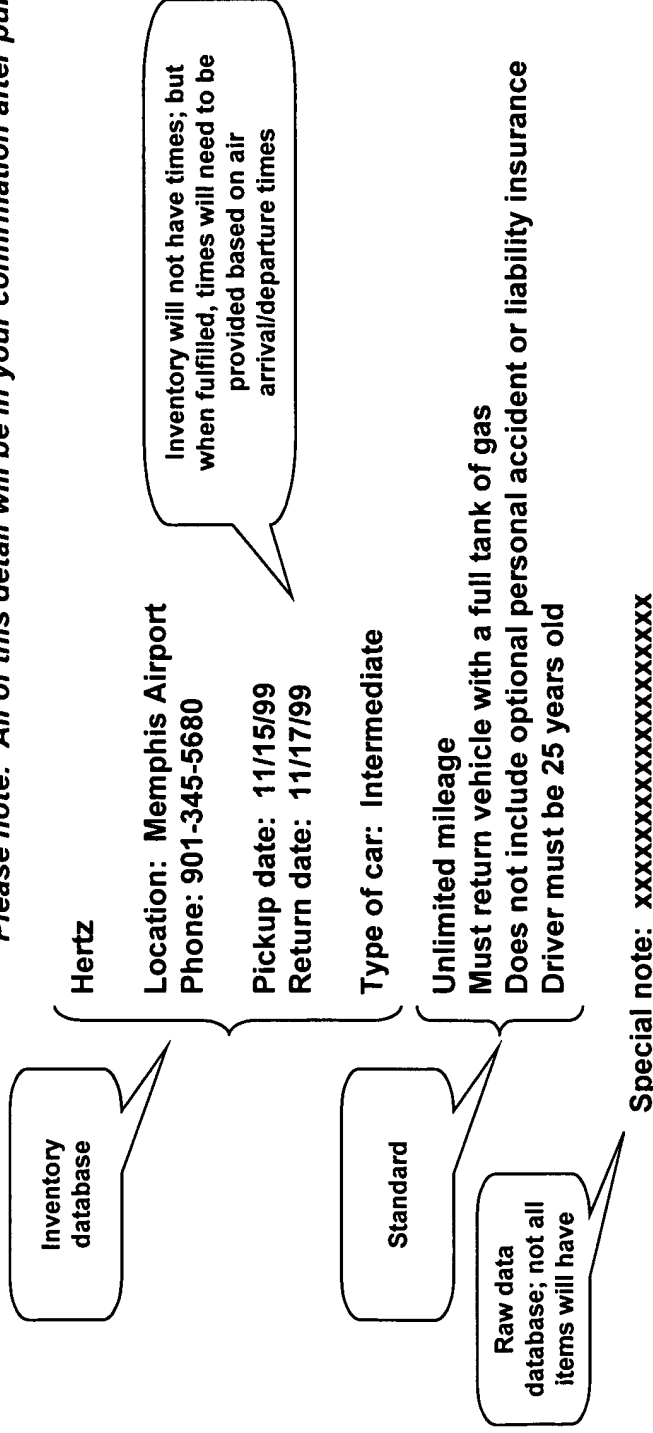
Inventory
database

Photo database

Raw data
database; not all
items will have

CLICK-THROUGH DETAIL FOR CAR RENTAL

Please note: All of this detail will be in your confirmation after purchase



CLICK-THROUGH DETAIL FOR SHOW/EVENT TICKETS

Please note: All of this detail will be in your confirmation after purchase

Inventory
database

The Lion King
New Amsterdam Theatre
214 West 42nd Street
New York, NY

Date: 11/17/99

Time: 8:00pm

Disney's newest Broadway musical, The Lion King, tells the story of a young lion cub named Simba as he struggles to accept the responsibilities of adulthood and his destined role as king

Seating will be best available

Tickets can be picked up at the theatre box office

Raw data
database; not all
items will have

Special note: xxxxxxxxxxxxxxxxxxxx

CLICK-THROUGH DETAIL FOR HOUSE RENTAL

Please note: All of this detail will be in your confirmation after purchase

Nantucket House
1 Ocean Way
Nantucket, MA

Start Date: 8/16/99
Check-in: 3:00 pm

End Date: 8/18/99
Check-out: 10:00 am

Number of baths: 1

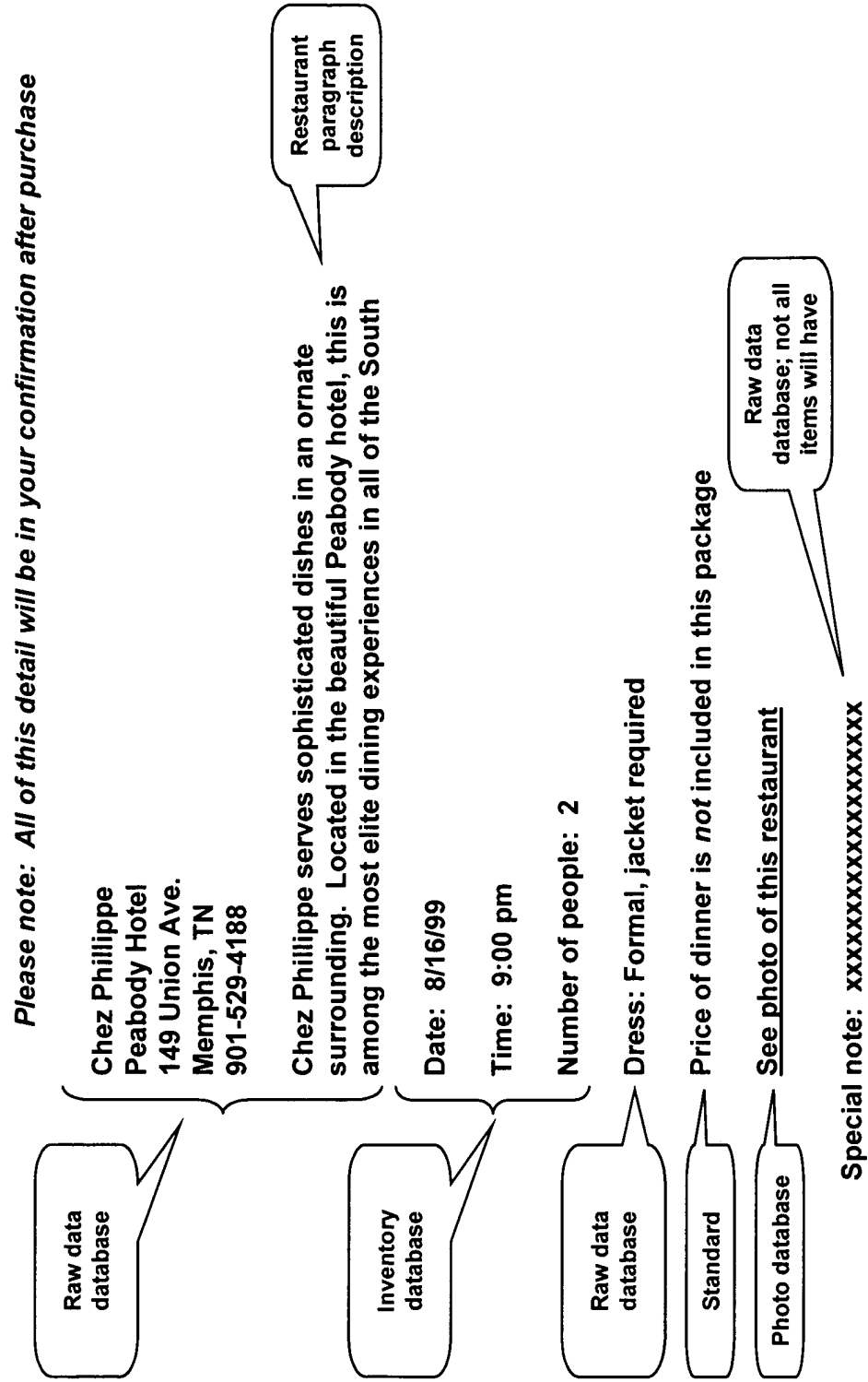
Number of bedrooms: 2

Inventory
database

Raw data
database; not all
items will have

Special note: xxxxxxxxxxxxxxxxxxxxx

CLICK-THROUGH DETAIL FOR DINNER RESERVATIONS



CLICK-THROUGH DETAIL FOR PRIX-FIXE DINNER

Please note: All of this detail will be in your confirmation after purchase

Raw data
database

Chez Phillippe
Peabody Hotel
149 Union Ave.
Memphis, TN
901-529-4188

Chez Phillippe serves sophisticated dishes in an ornate
surrounding. Located in the beautiful Peabody hotel, this is
among the most elite dining experiences in all of the South

Restaurant
paragraph
description

Date: 8/16/99

Time: 9:00 pm

Number of people: 2

Dress: Formal, jacket required

Raw data
database

Standard

Prix-fixe dinner does *not* include beverages

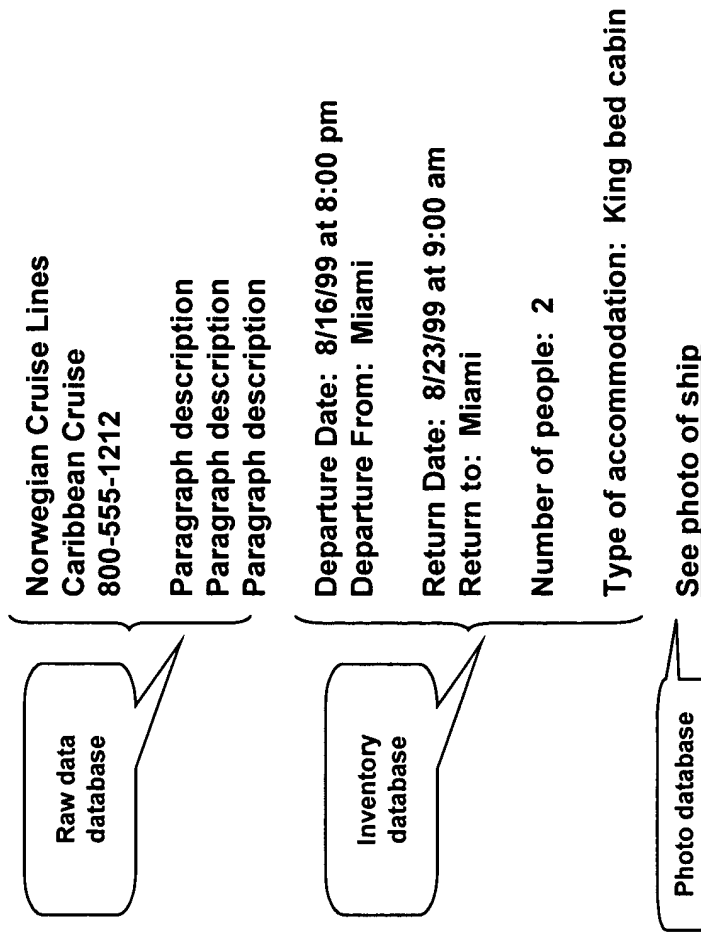
Photo database

See photo of this restaurant

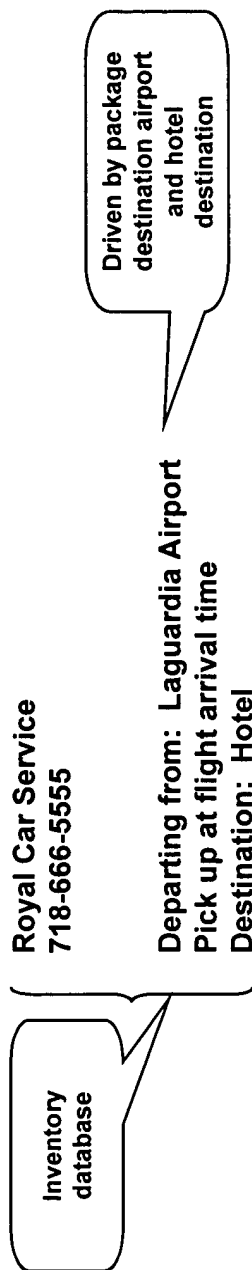
Raw data
database; not all
items will have

Special note: xxxxxxxxxxxxxxxxxxxxxx

CLICK-THROUGH DETAIL FOR CRUISE



CLICK-THROUGH DETAIL FOR CAR SERVICE



CONFIRMATION EMAILS

WHAT IS IN THE RAW DATA DATABASE?

Information and key data on destination cities

- Activities (i.e., things to do)
- Events
- Hotels
- Restaurants

Information and key data on major activities not necessarily associated with a specific destination city (e.g., scuba diving school, cooking classes, baseball fantasy camps, etc.)

Most importantly, in database all entries are classified

- People segments, e.g., family, group of guys, etc.
- Package segments, e.g., romantic, adventure, wacky, etc.

RAW DATA DATABASE CITIES/ACTIVITIES COMPLETED

Cities covered: 54

- U.S.

Aspen
Atlanta
Baltimore
Berkshires
Boston
Burlington
Charleston, SC
Chicago
Cincinnati
Cleveland
Dallas
Denver
Fort Lauderdale
Houston
Las Vegas
Los Angeles
Memphis
Miami
Nashville
New Orleans
New York City
Orlando
Philadelphia
Phoenix
Portland, ME
Portland, OR
Richmond
Salt Lake City
- U.S. (cont'd)

San Antonio
San Diego
San Francisco
San Jose
Santa Fe
Savannah
Seattle
Tampa
Washington, DC
West Palm Beach
- International

Amsterdam
Bahamas
Barcelona
Berlin
Bermuda
Florence
London
Madrid
Milan
Montreal
Nice
Paris
Prague
Rome
Toronto
Vienna

Activities covered: 28

- Archeology
Baseball Fantasy Camps
Biking
Canoeing/Kayaking: Flat-water trips
Canoeing/Kayaking: White-water trips
Cooking schools
Cultural tours
Dude ranches
Fairs
Festivals
Fishing camps/fly-fishing schools
Golf schools
Golf sites
Great beaches
Hang gliding schools/sites
Health and fitness resorts/spas
Hiking and backpacking trips
Horseback riding
Luxury resorts
National Parks
Race-car driving courses
River-rafting trips
Scuba diving schools and sites
Ski camps
Ski sites
Sky diving schools and sites
Tennis camps

CITIES AND ACTIVITIES PLANNED FOR PHASE 2 OF RAW DATA DATABASE (POST-LAUNCH)

Cities covered: 33

- U.S.

Buffalo

Cape Cod

Charlotte, NC

Manchester, NH

Norfolk, VA

Pittsburgh

Providence

Raleigh-Durham

San Juan

St. Thomas

St.Louis/Kansas City

Syracuse

International (cont'd)

Lisbon

Mexico City

Munich

Ottawa

Quebec

Rio de Janeiro

Singapore

Tokyo

Vancouver

Venice

Zurich

International

Acapulco

Athens

Bangkok

Buenos Aires

Cancun

Dublin

Edinburgh

Halifax

Hong Kong

Jamaica

Activities covered: 20

- Astronomy sites

Ballooning

Birdwatching

Casinos

Cross Country skiing trip

Dogsledding trips

Famous buildings/architects

Hall of Fames

Hunting

Mountain biking trips

Mountain climbing courses

Native American sites

Paragliding

Sailing schools

Sanctuaries/monasteries

Sea Kayaking trips

Shark cages

Snowmobiling trips

Surfing schools

US landmarks

RAW DATA DATABASE FIELDS

*-required fields

Fields		Description/More information
* DataID	Unique identifier	
* Name	Name of activity, event, hotel or restaurant	
* City	Closest airport	
* Airport	City	
* Classification	Activity, Event, Hotel, Restaurant	
Address1	Address line 1	
Address 2	Address line 2	
Address city	City on mailing address	
State	State	
Zip code	Zip	
Country	Country	
Telephone 1	Telephone 1	
Telephone 2	Telephone 2	
Fax	Fax number	
Directions	Directions to get there	
Hotel Area	General area of hotel location (e.g., Downtown)	
Chain affiliation	Hotel affiliation, if applicable	
Hotel star rating	Number of stars for hotel	
Restaurant Type	Type of restaurant (e.g., Mexican, Italian)	
Restaurant reservation	Not accepted, recommended, or required	
Restaurant dress code	Casual, dressy casual, formal	
Hotel price	Hotel price categories	
Restaurant price	Restaurant price categories	
Activity/event type	If activity, type (e.g., museum, shopping, etc.)	
Activity/event price category	Activity price categories	
Activity/event price detail	Specific activity price, if available	
Activity/event time needed	Time required for activity	
Activity/event distance from city	Distance from city	
Event start date	For events, start date	
Event end date	For events, end date	
Date/time remarks	Other comments about times (e.g, specific open hours)	
Description from initial research	Paragraph describing the activity	
Site59 description	Site59 paragraph description	
Site59 one-line description	Site59 one-line description (hotels and restaurants only)	
Special notes	Special notes, restrictions, etc.	
Hotel amenities	Amenities at hotel: Beach access, pool, spa, health club	
People segments	People segments for which entry is best	
Package segment	Classification of entry by type mood/package (e.g., adventure, wacky, romantic)	
Novice?	Yes or no	
Seasonality	Yes or no by season	
Check frequency	Frequency with which item needs to be checked (1, 2, or 3)	
Date last updated	Date last updated	

RAW DATA DATABASE FIELDS BY TYPE

ACTIVITY/EVENT

DataID
 Name
 City
 Airport
 Classification
 Address1
 Address 2
 Address city
 State
 Zip code
 Country
 Telephone 1
 Telephone 2
 Fax
 Directions
 Activity/event type
 Activity/event price category
 Activity/event price detail
 Activity/event time needed
 Activity/event distance from city
 Event start date
 Event end date
 Date/time remarks
 Description from initial research
 Site59 description
 Special notes
 People segments
 Package segment
 Novice?
 Seasonality
 Check frequency
 Date last updated

HOTEL

DataID
 Name
 City
 Airport
 Classification
 Address1
 Address 2
 Address city
 State
 Zip code
 Country
 Telephone 1
 Telephone 2
 Fax
 Directions
 Hotel Area
 Chain affiliation
 Hotel star rating
 Hotel price
 Description from initial research
 Site59 description
 Site59 one-line description
 Special notes
 Hotel amenities
 People segments
 Package segment
 Novice?
 Seasonality
 Check frequency
 Date last updated

RESTAURANT

DataID
 Name
 City
 Airport
 Classification
 Address1
 Address 2
 Address city
 State
 Zip code
 Country
 Telephone 1
 Telephone 2
 Fax
 Directions
 Restaurant Type
 Restaurant reservation
 Restaurant dress code
 Restaurant price
 Activity/event type
 Date/time remarks
 Description from initial research
 Site59 description
 Site59 one-line description
 Special notes
 People segments
 Package segment
 Novice?
 Seasonality
 Check frequency
 Date last updated

MORE DATA ON SPECIFIC RAW DATA DATABASE FIELDS

Classifications	Hotel Price	Rest Price with glass of wine	Activity/Event Price Category	Activity/Event time needed (inc travel time)	Restaurant Reservation
Activity	\$ (<\$75)	\$ (<\$20)	Free	<2h	NA (Not Accepted)
Cruise	\$ (\$75-125)	\$ (\$20-40)	\$ (<\$10)	2-4h	REC (Recommended)
Event	\$ (\$125-200)	\$ (\$40-75)	\$ (\$10-20)	4-6h	REQ (Required)
Hotel	\$ (\$200)	\$ (\$75)	\$ (\$20-50)	6h-full day	
Resort			\$ (\$50-100)	2 days	
Restaurant			\$ (\$100)	3-4 days	
Spa				5 days or more	

People Segments	Package Segments	Activity/Event Type	Check frequency	Activity/Event distance from city	Dress
Family w/ kids <10 yrs	Adventure/active (ex dancing)	Amusement park (*)	1=Every year	<10 miles	Casual
Family w/ kids 10 and older	Budget	Aquarium/botanical/zoo (*)	2=Every six months	10-30 miles	Dressy casual
Group of gals (Yup)	Cultural/historic/educational	Beach/water sports (*)	3=Every three months	>30 miles	Formal
Group of guys (Yup)	Exclusive/how impressive	Classes, non-sport (*)			
Older couple	Golf	Cultural/historic/educational (*)			
Single alone (Yup)	Party hard	Gambling (*)			
Students	Rest/relaxation	Golf (*)			
Two or more friends (Yup)	Romantic	Health/relaxation (*)			
Young couple (Yup)	Shopping	Live music/concert (*)			
	Ski	Museum/Planetarium (*)			
	Sports spectator	Neighborhoods/self-guided (*)			
	Wacky	Organized tour, inc. boat (*)			
	Warm weather	Park/outdoors (*)			
	Other	Participating sports/active (*)			
	Popular	Shopping (*)			
	Family	Ski (*)			
	Beach	Sports arena (*)			
	Single	Sports spectator (*)			
	Alternative lifestyle	Theater (*)			
		Other (*)			

USAGE OF THE RAW DATA DATABASE

Help Category Managers determine ideas for new packages

Provide one-line descriptions for restaurants which are included as suggestions in the pre-fabricated packages (chosen via the package authoring system)

- Enable “smart” choice of restaurants for pre-fabricated packages via the classifications

Provide one-line descriptions for hotels which become part of pre-fabricated packages (chosen via the package authoring system)

- Enable “smart” choice of hotels for pre-fabricated packages via the classifications

Details for activities suggested in the package

- Address
- Phone number
- Admission price
- Hours of operation (when available)

Drive “city cheat sheets” and more details for activities

CITY CHEAT SHEET DRIVEN BY CONSUMER PREFERENCES

Consumer Choices

City:

New York ▼

How well do you know the city:

☐ Novice

☐ Veteran

Select the mood you are seeking:

☐ Popular

☐ Romantic

☐ Family

☐ Wacky/off the beaten track

Go

Romantic City Cheat Sheet for the New York Novice

City description (70-100 words)

What to see and do

Name	Address	Phone number	Relevant hours	Description	Length of activity
------	---------	--------------	----------------	-------------	--------------------

Name	Address	Phone number	Relevant hours	Description	Length of activity
------	---------	--------------	----------------	-------------	--------------------

Where to eat

Name	Address	Phone number	Relevant hours	Description	Length of activity
------	---------	--------------	----------------	-------------	--------------------

**4-5 Items per column;
driven by the raw
data database**

Underline items driven by consumer's choices

*-required fields

CITY DESCRIPTION DATABASE

Fields	Description/More information
* City	City
* State	State
* Country	Country
* Type	Type, e.g., popular, wacky, romantic, family
* City description	City description

WHAT IS IN THE PACKAGE OFFERING DATABASE?

The package offering database contains pre-fabricated packages that can be offered if certain, identified inventory is available

- Package title
- Package subtitle
- Package description
- Logic for hotels and restaurants that can be bundled with this package
- Classification for the package
- Other package requirements (e.g., car rental, event tickets, etc.)

*-required fields

PACKAGE OFFERING DATABASE FIELDS

Fields		Description/More information
FOR GETAWAYS		
*	Type	Getaway or about town
*	Package ID	Unique identifier
*	Package title	Package title
*	City	City
*	State	State
*	Country	Country
*	Package subtitle	Package subtitle
*	Package description	Package description
*	Package classification	Package classification (Popular, Romantic, rest and relaxation, etc.)
*	Types of hotels for this package	Either yes for hotel types that work with this package or no for hotel types that don't work with this package (types are popular, romantic,etc.)
*	Types of restaurants to suggest with this package	Either yes for hotel types that work with this package or no for hotel types that don't work with this package (types are popular, romantic,etc.)
*	Car rental required	Yes or no
*	Other requirements	Inventory other than hotel, air, and car required for this package; should be raw data database IDs
*	Activity IDs	Activities mentioned in the package description
*	Airport cities	Airports for which this package works (for a New York package, this would be JFK, LGA, EWR; for many cities, this will only be one airport)
	Good for local people in what city (l.e., without a plane flight)	City in which people could do this package without an air flight
FOR ABOUT TOWN		
*	Type	Getaway or about town
*	Package ID	Unique identifier
*	Package title	Package title
*	City	City
*	Package Subtitle	Package subtitle
*	Package description	Package description
*	Package classification	Package classification (Popular, Romantic, rest and relaxation, etc.)
*	Inventory requirements	Raw data database ids of required elements

*-required fields

CURRENT PACKAGE OFFERING DATABASE

Fields	Description/More information
<u>FOR GETAWAYS</u>	
* Type	Getaway or about town
* Package ID	Unique identifier; links to package offering database
* Show city?	Package title
* Originating city	Yes or no
* Specific hotel	Hotel ID (matches Data ID in raw data database)
* Air?	Yes or no
Restaurant suggestion	Restaurant ID (matches Data ID in raw data database)
Margin	Margin(will be amount added to package components costs)
* Quantity restriction	Quantity restriction, if any (if none, it will be default maximum number possible)
* Quantity dedicated	Quantity dedicated, if any (if none, it will be 0)
* First choice start date	First choice start date; drives air flights shown in initial search results
* First choice end date	First choice end date; drives air flights shown in initial search results
* Upgrade option	Yes or No
Upgrade title	If upgrade is yes, title
Upgrade description	If upgrade is yes, description
Upgrade price	If upgrade is yes, price for upgrade
<u>FOR ABOUT TOWN</u>	
* Type	Getaway or about town
* Package ID or inventory SKU	Unique identifier; links to package offering database if package or inventory database
* Raw data database ID 1	Raw data database ID of offering
Raw data database ID 2	If package, will have ID for multiple raw data database offerings
Raw data database ID 3	
Raw data database ID 4	

Note: There will be one package entry for each originating city

INVENTORY DATABASE STRUCTURE IS CRITICAL

Drives bullet point descriptions of what is in packages

Makes linkage between packages and components

- I.e., component SKUs connect to package SKU to establish package availability

Drives more detailed description of components

- If click on "Roundtrip flight leaving New York (JFK) 8/16 at 8pm, returning from Boston 8/18 at 6pm" get one page of detail including arrival times, type of plane, type of class, meal served, etc.

Structure may be complicated as it will have to serve multiple types of products...or is there a structure per product type (e.g., air, hotel, tickets, etc.)...need to think through this deliberately

*-required fields

Inventory database

INVENTORY DATABASE STRUCTURE : AIRLINE TICKETS

All Should Follow SABRE Fields and Abbreviations

Field	Example	Comments
* SKU	XXXXXXXXXXXXXXXXXX	
* Carrier	Delta	
* Data ID	NYC101	Links to raw data database
* Flight number	101	
Plane type	Boeing 767	
Class	Coach	
Fare code	Y	
* Departure airport	LGA	
* Departure date	11/18/99	
* Departure time	5:00 PM	
* Arrival airport	DTW	
* Arrival date	11/18/99	
* Arrival time	7:15 PM	
Meal	Snack	
* Source	CRS	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Delta	
* Quantity	10	
* Cost	\$50	
* Just Show Me?	Y	Y/N field; yes indicates item will show in just show me section
* Price	\$80	Only used when item sold in Just Show Me

*-required fields

INVENTORY DATABASE STRUCTURE: HOTELS

Field	Example	Comments
* SKU	XXXXXXXXXXXX	
* Name	Sheraton Manhattan	
* Affiliation	Starwood Hotels	
* Package city	New York	Identifies which city packages this hotel can be used for
* Address 1	790 Seventh Avenue	
* Address 2		
* City	New York	
* State	NY	
* Zip	10019	
* Country	USA	
* Phone	212-555-5555	Needs to be able to handle international phone numbers
* Fax	212-555-5566	Needs to be able to handle international phone numbers
* Email	sherman@starwood.com	
* Arrival date	11/18/99	
* Room type	Standard	
* Source	Email	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Starwood Hotels	
* Quantity	15	
* Cost	\$30	
* Just Show Me?	Y	Y/N field; yes indicates item will show in just show me section
* Price	\$50	Only used when item sold in Just Show Me
* Photo	Filename	

Hotel inventory should be in database with one entry for each date; to see availability for a package or just show me, system will need to check for availability for multiple nights

*-required fields

INVENTORY DATABASE STRUCTURE: CAR RENTAL

Field	Example	Comments
* SKU	XXXXXXXXXXXXXXX	
* Name of company	Hertz	
* Location	Boston airport	
* Package city	Boston	Identifies which city packages this hotel can be used for
Address 1	555 Airport Way	
Address 2	Near Terminal E	
Phone	617-555-5555	Needs to be able to handle international phone numbers
Date	11/18/99	
Car size	Intermediate	
* Source	CRS	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Hertz	
* Quantity	15	
* Cost	\$30	
* Just Show Me?	Y	Y/N field; yes indicates item will show in just show me section
* Price	\$60	Only used when item sold in Just Show Me

Car inventory should be in database with one entry for each date available; to see availability for a package or just show me, system will need to check for availability for multiple days

*-required fields

INVENTORY DATABASE STRUCTURE: EVENT TICKETS

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Event name	The Lion King	
* Data ID	NYC236	Links to raw data database
* Theatre	New Ambassador Theatre	
* Package city	New York	Identifies which city packages this hotel can be used for
* Address 1	40 W. 42nd Street	
* Address 2		
City	New York	
State	NY	
Zip	10019	
Country	USA	
* Date	11/18/99	
* Time	8:00 PM	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Source	Fax	
* Vendor	Joe ticket broker	
* Quantity	15	
* Cost	\$30	
* Just Show Me?	Y	Y/N field: yes indicates item will show in just show me section Only used when item sold in Just Show Me
* Price	\$60	

Use for concerts, theatre, sports, movies and exhibitions

*-required fields

INVENTORY DATABASE STRUCTURE: HOUSE RENTAL

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name of house	Nantucket Ocean House	
* Package city	Nantucket	Identifies which city packages this hotel can be used for
* Address 1	1 Swayzes Drive	
Address 2		
City	Nantucket	
State	MA	
Zip	15555	
Country	USA	
* Start date	6/18/99	
* Check-in time	3:00 PM	
* End date	6/25/99	
* Check-out time	10:00 AM	
* Number of bedrooms	3	
* Number of bathrooms	2	
* Source	Phone	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Ocean realty	
* Quantity	1	
* Cost	\$1,000	
* Just Show Me?	N	Y/N field; yes indicates item will show in just show me section Only used when item sold in Just Show Me
* Price		
Photo	Filename	

*-required fields

INVENTORY DATABASE STRUCTURE: BED AND BREAKFAST

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name	Four Corners Inn	
* Data ID	BUR122	Links to raw data database
Affiliation		
* Package city	Burlington	
* Address 1	250 Highway 1	Identifies which city packages this hotel can be used for
Address 2		
* City	Stowe	
State	VT	
Zip	10101	
Country	USA	
* Phone	505-666-6666	Needs to be able to handle international phone numbers
Fax	505-666-6667	Needs to be able to handle international phone numbers
Email	joe@fourcorners.com	
* Arrival date	11/18/99	
* Number of nights	2	
Room type	Double	
Bath type	Private	
Source	Phone	Private, shared
* Vendor	Four Corners Inn	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Quantity	3	
* Cost	\$180	
* Just Show Me?	Y	Y/N field; yes indicates item will show in just show me section
* Price	\$300	Only used when item sold in Just Show Me
Photo	Filename	

*-required fields

INVENTORY DATABASE STRUCTURE: RESTAURANT RESERVATION

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name	Chez Philippe	
* Data ID	MEM111	Links to raw data database
Affiliation Group	Restaurant Group	
* Package city	Memphis	Identifies which city packages this hotel can be used for
* Address 1	505 Main Street	
Address 2	Metropolitan Hotel	
* City	South Memphis	
State	TN	
Zip	30303	
Country	USA	
* Phone	505-555-5555	Needs to be able to handle international phone numbers
* Date	11/18/99	
* Time	8:00 PM	
* Source	Phone	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Restaurant Group	
* Number of people	4	
* Quantity	3	
* Cost	\$0	
* Just Show Me?	N	Y/N field; yes indicates item will show in just show me section Only used when item sold in Just Show Me
* Price		
Photo	Filename	

*-required fields

INVENTORY DATABASE STRUCTURE: RESTAURANT PRIX-FIXE

Field	Example	Comments
* SKU	XXXXXXXXXXXXXXX	
* Name	Chez Philippe	
* Data ID	MEM111	Links to raw data database
* Package city	Memphis	
* Address 1	505 Main Street	Identifies which city packages this hotel can be used for
* Address 2	Metropolitan Hotel	
* City	South Memphis	
* State	TN	
* Zip	30303	
* Country	USA	
* Phone	505-555-5555	Needs to be able to handle international phone numbers
* Date	11/18/99	
* Time	8:00 PM	
* Source	Phone	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Restaurant Group	
* Number of people	4	
* Quantity	3	
* Cost	\$100	Y/N field; yes indicates item will show in just show me section
* Just Show Me?	N	Only used when item sold in Just Show Me
* Photo	Filename	

*-required fields

INVENTORY DATABASE STRUCTURE: CRUISE

Field	Example	Comments
* SKU	XXXXXXXXXXXXXXX	
* Name of cruise line	Norwegian Cruise Line	
Name of cruise	Caribbean Cruise	
Phone	800-555-5555	
* Departure date	11/18/99	
* Departure time	5:00 PM	
* Departure port	Miami	
* Return date	11/25/99	
* Return time	5:00 PM	
* Return port	Miami	
* Type of room	Double bed	
Source	Email	Indicates where inventory information came from: EDI, email, fax, phone, CRS
* Vendor	Norwegian Cruise Line	
Major port stop 1	St. John	
Major port stop 2	Bahamas	
Major port stop 3	St. Thomas	
* Quantity	3	
* Cost	\$1,500	Y/N field; yes indicates item will show in just show me section
* Just Show Me?	Y	Only used when item sold in Just Show Me
* Price	\$2,000	
Photo	Filename	

*-required fields

INVENTORY DATABASE STRUCTURE: CAR SERVICE

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name of car service	Boston Coach	
* Phone	718-555-5555	
* Cities covered 1	New York	
Cities covered 2	Boston	
Cities covered 3	Philadelphia	
Cities covered 4		
Cities covered 5		
Cities covered 6		

*-required fields

INVENTORY DATABASE STRUCTURE: GIFTS

Field	Example	Comments
* SKU	XXXXXXXXXXXXXX	
* Name	Flowers	
* Description	Beautiful vase with a dozen long-	
* Vendor	stem red roses	
* Quantity	Flower Growers Co.	
* Cost	20	
* Price	\$20	
* Category	\$25	
Photo		
	Filename	

DATABASES WILL BE ENHANCED POST-LAUNCH

Complete raw database phase 2

- **Phase 2 cities**
- **Phase 2 activities**

Add more pre-fabricated packages to the package offering database

Enhance raw data database to deliver more city cheat sheets to Site59 customers

ABOUT TOWN NUANCES

CONTENTS

Getaways/About Town: full-scale launch operations (package creation to fulfillment)

- Package process
- Package authoring system: functional specs
- Just-show me process
- Fulfillment process

Getaways/About Town: sneakernet operations (package creation to fulfillment)

- Package process
- Just show me
- Fulfillment

Auctions

Quick Fix

Services

Customer service

SEE SEPARATE FILE FOR PACKAGE AUTHORIZING DATABASE

CONTENTS

Getaways/About Town: full-scale launch operations (package creation to fulfillment)

- Package process
- Package authoring system: functional specs
- Just-show me process
- Fulfillment process

Getaways/About Town: sneakernet operations (package creation to fulfillment)

- Package process
- Just show me
- Fulfillment

Auctions

Quick Fix

Services

Customer service

JUST SHOW ME PHILOSOPHY AND GUIDELINES

Focus of getaways and about town is packages

Just show me is another “channel” to sell inventory

In certain situations, inventory will automatically be sold via just show me

- When there are more plane tickets to a city than hotel rooms
- When there are significantly more (>5) hotel rooms than plane tickets (assumes that it is difficult to sell hotel to relatively local people)

CONTENTS

Getaways/About Town: full-scale launch operations (package creation to fulfillment)

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CONTENTS

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- Package process
- Just show me
- Fulfillment

Auctions

Quick Fix

Services

Customer service

In re: Sobalvarro et al.
Appl. No.: 09/516,252
Filed March 1, 2000

EXHIBIT B

Site59 Package Authoring System

Category Manager Home: [Author event-driven or new packages](#)

List of destination cities;
choose and then go; then list of
existing packages for that
destination city to choose from;
after choosing package, hit go
and fields below will be filled in

Do you want to start from an
existing package?

City

Go

Package title

Go

Package title:

Package subtitle:

Destination City:

Do you want the destination city to appear after the package title? ☐ Yes ☐ No

Default is
yes

Package description:

☐ Popular ☐ Rest & Relax ☐ Family ☐ Golf or ski ☐ Adventure
☐ Romantic ☐ Culture ☐ Beach ☐ Wacky ☐ Single
☐ Romantic ☐ Impressive ☐ Sporty ☐ Party Hard

GO

☐ Click here to permanently add this package to the packages database

Site59 Package Authoring System

Category Manager Home: Author event-driven or new packages: Hotel/restaurant logic

HOTEL LOGIC (use one of the following logics):

Best hotels for this package should be:

<input type="checkbox"/> Popular	<input type="checkbox"/> Rest & Relax	<input type="checkbox"/> Family	<input type="checkbox"/> Golf or ski	<input type="checkbox"/> Adventure
<input type="checkbox"/> Romantic	<input type="checkbox"/> Culture	<input type="checkbox"/> Beach	<input type="checkbox"/> Wacky	<input type="checkbox"/> Single
<input type="checkbox"/> Romantic	<input type="checkbox"/> Impressive	<input type="checkbox"/> Sporty	<input type="checkbox"/> Party Hard	

Hotels that should never be put with this package:

<input type="checkbox"/> Popular	<input type="checkbox"/> Rest & Relax	<input type="checkbox"/> Family	<input type="checkbox"/> Golf or ski	<input type="checkbox"/> Adventure
<input type="checkbox"/> Romantic	<input type="checkbox"/> Culture	<input type="checkbox"/> Beach	<input type="checkbox"/> Wacky	<input type="checkbox"/> Single
<input type="checkbox"/> Romantic	<input type="checkbox"/> Impressive	<input type="checkbox"/> Sporty	<input type="checkbox"/> Party Hard	

RESTAURANT LOGIC (use one of the following logics):

Best hotels for this package should be:

<input type="checkbox"/> Popular	<input type="checkbox"/> Rest & Relax	<input type="checkbox"/> Family	<input type="checkbox"/> Golf or ski	<input type="checkbox"/> Adventure
<input type="checkbox"/> Romantic	<input type="checkbox"/> Culture	<input type="checkbox"/> Beach	<input type="checkbox"/> Wacky	<input type="checkbox"/> Single
<input type="checkbox"/> Romantic	<input type="checkbox"/> Impressive	<input type="checkbox"/> Sporty	<input type="checkbox"/> Party Hard	

Hotels that should never be put with this package:

<input type="checkbox"/> Popular	<input type="checkbox"/> Rest & Relax	<input type="checkbox"/> Family	<input type="checkbox"/> Golf or ski	<input type="checkbox"/> Adventure
<input type="checkbox"/> Romantic	<input type="checkbox"/> Culture	<input type="checkbox"/> Beach	<input type="checkbox"/> Wacky	<input type="checkbox"/> Single
<input type="checkbox"/> Romantic	<input type="checkbox"/> Impressive	<input type="checkbox"/> Sporty	<input type="checkbox"/> Party Hard	

GO

CM can only use one of the logics, not both; best packages logic leads to "yes" in field for a classification; "never put with..." logic leads to "no" in field for a classification...see package offering database structure

In re: Sobalvarro et al.
Appl. No.: 09/516,252
Filed March 1, 2000

EXHIBIT C

Copy No: XX

Site59.com
Business Plan – XXXX 19XX

– Confidential Draft –

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Email: site59@mail.com

Real Estate Agents (xxx) xxx-xxxx
TBD

Technology xxxxxx
xxxxxx
xxxxxx
xxxxxx
(xxx) xxx-xxxx

6.6. Development Status

Site59.com currently plans to launch its web site on February 1, 2000. Accordingly, Site59.com as of now

- has finished the design of its web presence³⁶,
- has selected its technology partner (ArsDigita) and is in the process of planning and implementing the database and technology system,
- is in negotiation with several strategic partners, such as airlines, hotel chains, and rental car companies,
- is in the process of planning its marketing and publicity campaign and has pre-selected partners to assist with the launch,
- has held discussions with senior Site59.com management candidates and extended several 'soft offers', and
- is in the process of creating and updating the content of its sites (such as *Getaways* and *Around Town* packages)

³⁶ See Appendix F.
SITE59.COM'S WEBSITE AND SITE-MAP